

## ABSTRACT

A system for use on computer servers on a network serving client computers for selecting an advertisement to be presented among a plurality of possible advertisement candidates based on key words. When a client computer requests a document from a server on the network, the system considers words contained within the document and compares them to a set of key words for each possible advertisement of a plurality of possible advertisements. The system selects an advertisement to be presented with the information where a key word associated with the advertisement matches one or more words in the document. If more than one advertisement qualifies, the system considers a price value of each advertisement and a relevance score for each word, which is a function of proximity to the start of the document, to determine which advertisement will be presented.